



Managing the Event

1. Confirm everything with your event planner. Don't assume anything.

The date, time, room size, set up, technology, focus, and lighting. Everything!

2. Get to your location at as early as you can and check it out.

An hour early is good. Get comfortable. Make sure your technology works. Test everything. Not only will this give you comfort, it also will position you as a professional who cares about your audience. Set up the room the way you know you need it to be. Don't be shy about making requests –you're asking for the good of the event.

3. Make friends with your audience.

Greet your guests as they arrive and meet as many people as you can. Introduce yourself as the speaker. Tell them you're excited to be there. Be friendly. By doing this, your audience becomes your friend, not something threatening. (By the way, most speakers don't do this so you'll stand out!)

4. After the event, stay to shake hands, answer questions.

If someone wants to criticize your performance, or wants to get into a long conversation, give them your card and ask them to email you. Your reason – you need to be available to everyone right now.

5. Remember this:

- There's no such thing as a perfect presentation. There's the speech you create, the speech you rehearse, and the speech you give.
- No one else knows what you're going to say or do, so you can't fail.
- You cannot judge your effectiveness by the reaction of your audience. I've given the same speech or performed in the same play multiple times and experienced different responses because no two audiences are alike.
- Your audience wants you to do well. They want to have fun with you. So, smile and enjoy yourself, and they will too.